

The Inclusive Website Audit

Improve usability, accessibility, and
inclusivity across your website.

Starter Audit
Sample report

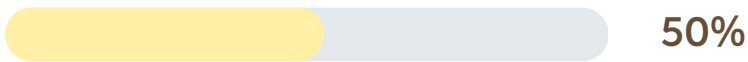
Say Yeah!

Overview of results

How your site scores on accessibility compliance, usability, and inclusion issues.

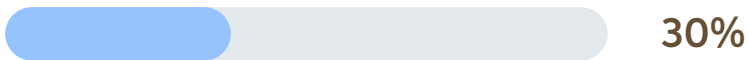
Your site's score

Overall score



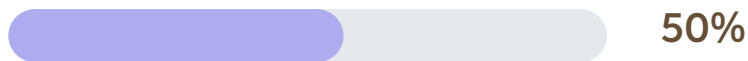
50%

Accessibility & Technical



30%

Usability



50%

Inclusivity & Content



70%

What this score means

- Overall, your site is compliant and usable in some areas, but does not fully meet AODA and WCAG 2.0 accessibility standards
- Some fixes will need to be implemented so your site can become compliant and usable by a larger user group
- In general, most of your content is inclusive, but more diverse imagery could be used throughout

Accessibility & Technical

The top concerns for accessibility, SEO, and performance.

Accessibility: Code & Technical issues

1. No skip navigation link for screen readers
2. Some elements, although technically compliant, are difficult to use (e.g. hard to see focus states)—it's not enough to meet standards; usability of different interaction models needs to be understood and tested.
3. Many missing alt tags, link text, and alt tags for text in images
4. Code is not optimized for screen readers (e.g. non-unique ids are used throughout)
5. Missing focus states for some elements

Performance & SEO issues

1. The site is very slow to load and may not load at all on slower connection speeds.
2. There is a lot of bulky code and images slowing the site down.
3. The site has a lot of large videos loading on the site
4. Missing optimization for social sharing (e.g. feature images)
5. Many of your pages are missing meta descriptions (visible in Google when pages appear in search results)

Usability



The top user experience concerns.

Usability & Interaction issues

1. Some elements on the site are unintuitive (e.g. carousels where you need to click on each element (no arrows) and you can't tab through them using standard patterns)
2. Some unconventional choices in design (e.g. a link that takes you off the site entirely "Hide this site")
3. The menu structure on the site makes it difficult to choose an option because of inconsistent hover recognition
4. The site has too many elements on the homepage that are very close in proximity, making it difficult to read and navigate
5. The line length of text on the site is very long, which makes it hard to read the text and scan the page for content

Inclusivity & content



The top concerns for inclusivity and content (imagery and copy).

Content and inclusion concerns on your site

1. Some of the videos on your site do not have captions, which is an accessibility compliance issue
2. The imagery on your site does not generally include diverse individuals
3. Although most of your blog posts are written at a good level of language complexity, your site's FAQ section uses too much jargon for a typical user
4. Overall, most images have alt tags, but some of your older posts are missing alt tags
5. Several of your form pages only have binary (male/female) gender inputs where a custom field could be used instead.

Resources

Our recommendations for how to get started fixing these issues.

Recommendations

- Use an automated checker (e.g. Microsoft's Accessibility Insights) to find remaining quick fix issues across your site.
- To fix the more complex issues outlined here, we recommend our comprehensive audit, where we'll provide step-by-step tasks to address your site's design and inclusivity issues and meet accessibility compliance requirements.

Resources

- [Use our accessibility content guide](#) to resolve preliminary content issues
- Connect with us for guidance on design, inclusion, and other issues that require an expert to manually review and make recommendations.

Ready to take next steps to make your website and digital products more usable, accessible, and inclusive?

Starter Audit

\$499

A high level report covering the top usability, accessibility, and inclusivity issues.

Detailed Audit

\$2499

Guidance on complex accessibility & usability issues and more

Available at sayyeah.com/inclusive

Looking for more information?

Get in touch today.

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Say Yeah!